



Circular No: 30/2018

Friday, 14 September 2018

Dear Members,

PLASTICITY MALAYSIA

We are pleased to announce that PLASTICITY is in collaboration with MPMA to organise **PLASTICITY MALAYSIA, the PLASTIC CIRCULAR ECONOMIES CONFERENCE** on Thursday, 25 October 2018 at The Ritz Carlton, Kuala Lumpur.

PLASTICITY MALAYSIA is the 10th Global Forum, and aims to share and inspire better design, better process and better end of life options. More than a conference, it is a collaborative information sharing day that inspires delegates with practical plastics sustainability ideas relevant to today's business world.

Please be informed that we have moved into the 2nd wave (Early Bird Registration). For those who were unable to register under 'Advance' Registrant, you still have the opportunity to register under 'Early-bird' Registrant.

MPMA Members	Early-bird Registration (18 August - 3 October)	Last Minute (up to 25 October)
1 Ticket	\$160 USD	\$200 USD
2 Tickets	\$140 USD	\$175 USD
3 Tickets	\$120 USD	\$150 USD

Do not miss this opportunity to register **before 3 October 2018**. Kindly register at <https://www.plasticity.global/>. Please key in the MPMA promo code **MPMAVIP** when registering to enjoy the special rate.

Thank you.

Malaysian Plastics Manufacturers Association

Plasticity Malaysia Program

*Updated 7 Sep 2018 - Subject to Change

			Type
8.00	Registrations Open:	Registrations Open: Meet fellow delegates over coffee	
8.30	Welcome	Gillian Hyde - MC	MC
8.35	Session 1: The Macro and Micro of Plastic Sustainability		
	Circular Economy Perspective From The World's Most Recognisable Brand	Ben Jordan - Senior Director, Environmental Policy - The Coca-Cola Company	International Keynote
	What is Circularity? Starting the Conversation	Trish Hyde - MD The Plastics Circle	Welcome to Plasticity
	The Plastic Sustainability Landscape Today	Doug Woodring - Founder, Plasticity Forum and Founder & Managing Director, Ocean Recovery Alliance	Founders Keynote
	Global Perspective on Waste Stream Economics and Impacts of the Chinese National Sword	Dr Steve Wong - Founder & Managing Director, Fukutomi Ltd and President, China Scrap Plastics Association	International Keynote
	Plastic Sustainability in the ASEAN context	Ashwin Subramaniam - Founder and CEO, Gone Adventurin	TTS Presentation
9.50	PANEL: TOWS - the Threats faced, Opportunities we have, our Weaknesses, and our Strengths	Ben Jordan, Steve Wong, Ashwin Subramaniam - Facilitated by Trish Hyde	PANEL
10.20	Morning Tea	Morning Tea	Break
10.40	Session 2: Rethinking the Recovery of Plastic for 2nd-Life		
	Introduction Video	Arthur Huang - Founder, Miniwiz Sustainable Energy Development Co. Ltd. (Video)	Video presentation
	Living Well With Plastic - Innovation for Supply and Demand-based Recovery	Prof. Edward Kosior - CEO and Head Consultant Nextek Ltd	International Keynote
	Structural Change Making Great Gains in Asia	Kian Hoe Seah - Founder & CEO, Heng Hiap Industries SDN BHD	TTS Presentations
	Solving the Compostability Challenge	Pei Keng Ng - Head of Hustle, TRIA Pte Ltd and Director of Design & Innovation, Geometria.	
	Making the Future of Circular Economies Come to Life	Jose Lopez - Senior Architectural Designer, Miniwiz Sustainable Energy Development Co. Ltd.	
	Designing Packaging: Separation and Recovery	Ravish Majithia - Founder & Materials Scientist, Magnomer USA	International Speaker
12.00	PANEL: What Steps Can We Take to Better Recover for 2nd-life?	Kian Hoe Seah, Pei Keng Seah, Jose Lopez, Ravish Majithia - Facilitated by Prof. Edward Kosior	PANEL
12.30	Lunch	Lunch	Break

1.15	Session 3: Great Idea - Where's the money?		
1.15	PANEL: Green Seed Funding; Green Investment; and Green Capital Finance	Ahmad Khairuddin - Executive Director of Manufacturing Development (Resource), Malaysian Investment Development Authority (MIDA), Rob Kaplan - CEO & Founder Circulate Capital, Prof. Ahmad Ismail - Universiti Putra Malaysia (UPM) - Facilitated by Doug Woodring	PANEL
2.30	Session 4: The Internationals - Innovation Speed Round		
	Every Last Drop of Plastic Recovered	Adrian Griffiths - CEO, Recycling Technologies Ltd (UK)	TTS Presentations
	Wash Away the Problems	Dr. John Williams - Technical Director BBIA & Business Development Director, Aquapak Polymers Ltd (UK)	
	Getting Plastic Back	Pete Ceglinski - Co-Founder & CEO the Seabin Project (AUS)	
	Making Waste Valuable Remotely	Mark Wolf - Chief Technology Officer, Plastic Collective (AUS)	
3.20	Afternoon Tea	Afternoon Tea	Break
3.45	Session 5: Brand - Power, Passion and Pain		
	Challenging the Status Quo	Laura Kantor - Head of Marketing and Sustainability, Foodpanda Singapore	TTS Presentations
	Aligning Consumer and Environment Protection	Ian Hayes - Packaging Development Director - Nutrition & Digestive Health Category, GSK	
4.10	PANEL: Taking Action - What Do We Do Next To Create Properous an ASEAN Plastic Circular Economy?	Belinda Ford , Region Public Affairs & Communications Director, ASEAN - The Coca-Cola Company, Dr Steve Wong , Prof Edward Kosior , Laura Kantor , Ian Hayes	Panel
5.20	Closing Remarks (including prize draw)	Doug Woodring Founder, Plasticity Forum	Thanks
5.30	Networking Drinks		
	Time to meet fellow delegates and chat with speakers and participants		

